

## **Historic, Archive Document**

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DAHLIAS — Northern California Grown — Advance Prices for — 1940

**NOW** is the time to plan for the 1940 Dahlia Season and take advantage of the low fall prices. We are ready to take care of your needs with more and better stock than ever before—late American and Foreign introductions and standard varieties of real merit — all nationally known prize winners.

**OUR STOCK** consists of the highest quality field and pot grown Dahlia roots. They are fully guaranteed true to name and to arrive in good growing condition. With reasonable care they will produce a large quantity of perfect flowers, easy to grow in any climate. No better stock obtainable regardless of price.

**DELIVERIES:** Roots and pot clumps, January 1 or later; green plants, after May 1, and field clumps, at digging time at purchaser's risk, or will reserve until March 10. All orders filled in rotation.

**ABBREVIATIONS:** FD, Formal Decorative; ID, Informal Decorative; SC, Semi Cactus; C, Cactus; B, Ball.

DECORATIVE and CACTUS DAHLIAS	ROOT	PLANT
ACHIEVEMENT—SC Gold and rose .....	\$ .50	\$ .25
ADIRONDACK SUNSET—ID Scarlet and yellow....	.50	.25
ADORABLE—ID Peach Pink and gold .....	.50	.25
AIKO—SC Cardinal red .....	.35	.25
ALEC CRAIG—SC Blush pink and cream .....		.75
ALTMARK—SC Lilac .....	.50	.25
AMELIA, EARHART—SC Apricot and buff .....	.50	.25
AMERICAN PURITY—SC Glistening white .....		.75
ANDREA ERICSON—ID A grand white .....	.75	.35
AUTUMN KING—ID Bronze and gold .....	1.25	.50
AZURA—ID Large rosy lilac .....	1.00	.50
BALLEGO'S GLORY—ID Red and gold .....	.50	.25
BALLEGO'S SURPRISE—C Pure white .....	1.00	.50
BAUER'S IDEAL—FD Rich red .....	.75	.35
BERNICE GEER—C Old Rose .....	1.25	.50
BETTE DAVIS—SC Lilac mauve .....	net	.75
BETTY KUNZMAN—FD Brown and orchid .....	.75	.35
BING CROSBY—ID Yellow penciled red .....	.50	.25
BLACK NIGHT—ID Dark, velvety maroon .....	.50	.25
BLUE RIVER—ID Deep lavender .....	.75	.25
BLUE WATER—ID Henna brown and purple .....		3.00
BOBBIE DEAN—FD Orange Buff .....	.75	.50
BRONZE BEAUTY—ID Coppery bronze .....	1.00	.50
CALIFORNIA IDOL—ID Glistetning yellow .....	.50	.25
CALIFORNIA PEACH—SC Clear coral pink .....	2.00	.75
CALIFORNIA ROSE—ID Bright rose .....	.50	.25
CENTURY OF PROGRESS—FD Purple .....	1.00	.25
CHARLES G. REED—FD Petunia red .....	.50	.25
CHEROKEE—SC Rich rosy lavender .....	.75	.50
CHRISTINE JANSSEN—C Large pure yellow .....	2.50	1.00
CLARA, BARTON—FD Silvery orchid .....	.50	.25
CLARA CARDER—ID Beautiful cyclamen pink ....	.50	.25
CLARA CLEMENS—B Crimson and white.....	.50	.25
CROYDON'S GLORY—ID Brilliant yellow .....	.75	.35
DADDY KEMP—ID Rich purplish red .....	.75	.35
DAISY TURNQUIST—ID Salmon pink .....	.50	.25
DARCY SAINSBURY—FD Our best white .....	2.00	1.00
DAVID COPPERFIELD—ID Violet purple .....	1.50	.75
DOROTHY STONE—ID Violet rose .....	.50	.25
DR. AURELIA REINHARDT—ID Deep rose .....	.75	.25
DREAM GIRL—ID Salmon and coral pink .....		1.00
DULCINEA—C Soft crimson .....	1.00	.50
DWIGHT W. MORROW—ID Rich crimson .....	.50	.25
EAGLE ROCK FANTASY—ID Pink .....	.60	.25
EMIL DOKOPIL—ID Lavender .....	.50	.25
EMILY DUNCAN—SC Lavender and white .....	.75	.35
EVERYBODY'S FAVORITE—ID Rose pink, lavender		3.00
FLAMING SUNSET—ID Orange .....	1.00	.50
FOREST FIRE—ID Yellow tipped scarlet .....	.75	.50
FRANK ANTHONY—ID Rose striped purple .....	2.00	.75
FRANK MILLER—FD Lemon yellow .....	.35	.25
FRANK SERPA—ID Light amaranth pink .....	.60	.25
FRAU O. BRACHT—SC Yellow .....	.50	.25
FREDA, GEORGE—ID Helio and cream .....	1.50	.75
GARDEN DELIGHT—ID Light purple .....	.50	.25
GENEVA GIANT—SC Yellow to apricot .....	1.00	.50
GENEVA SURPRISE—FD Orange and apricot.....		1.00
GOLDEN STANDARD—SC Buff to amber .....	.75	.35
GRAND SLAM—SC Pink, yellow reverse .....	1.00	.50
GREAT EASTERN—ID Yellow and purple .....	1.00	.50
GREATER GLORY—SC Salmon pink .....	1.25	.75
HENLEY'S GIANT—ID Bright scarlet and gold ....	3.00	1.00
HI-SPEED—ID French plum .....	3.00	1.50
HUNT'S VELVET WONDER—ID Purple .....	.50	.25
INSPIRATION—C Pure yellow .....	1.00	.50
IROQUOIS SUNBEAM—ID Orange and pink .....	.75	.50
ISLAM PATROL—SC Scarlet and gold .....	.50	.25
JANE COWL—ID Buff, salmon and orange .....	.35	.25
JERSEY'S DAINTY—C Silver white .....	.50	.35
JIMMIE FOX—ID Coppery red and apricot .....		1.00
JUGENDPRACHT—C Rose with golden center .....	.50	.25
KATHLEEN NORRIS—ID Rose pink .....	.50	.25
KAY FRANCIS—SC Light yellow .....	.50	.25
KAWEAH—ID Rose purple .....	.50	.25
KENTUCKY SUN—ID Amber white and rose .....	1.00	.50
KING MIDAS—ID Golden yellow .....	.35	.25
KING'S RANSOM—ID Yellow and apricot .....		1.00
LADY MOYRA PONSONBY—ID Pure yellow .....	.50	.25
LOIS WALCHER—ID Rich pansy purple, with petals		
tipped pure white. Plants only .....	net	1.00
LORD OF AUTUMN—ID Deep golden yellow .....	1.00	.50
MABEL BURKART—SC Pink and cameo .....	1.50	.75
MABEL ELIZABETH—ID Pure glistening white....	.75	.35
MARGARET MOELLER—ID Lavender to orchid ....	.75	.35
MARGRACE—ID Scarlet tipped gold .....	.50	.25
MAYOR FRANK OTIS—ID Honey yellow and copper		5.00
MICHIGAN WHITE—SC White cut flower .....		.75

DECORATIVE and CACTUS DAHLIAS	ROOT	PLANT
MID WEST—C Light purple and rose .....	.50	.25
MID WEST CHAMPION—ID Lavender and rose ....	.50	.25
MILTON J. CROSS—FD Yellow and rose .....	.50	.25
MISS BELGIUM—C Bright orange .....	.75	.25
MISS ENGLEWOOD—ID Red carmine .....	1.50	.75
MISS GLORY—SC Soft apricot yellow .....	.75	.35
MISS OAKLAND—FD A fine white .....	1.00	.50
MISS OHIO—Lavender incurved cactus .....	.50	.25
MONARCH OF THE EAST—FD Orange, buff .....	1.00	.50
MRS. A. H. FULLER—FD Orange .....	.75	.35
MRS. GEO. LE BOUTILLIER—ID Dark red .....	.50	.25
MRS. HEATH SPENCER—SC Primrose yellow .....	.75	.50
MRS. IDA CHASE—C Lemon yellow and pink.....	1.00	.50
MRS. WILLIAM KNUDSEN—ID Large pure white..		1.00
MT. SHASTA—ID White suffused pink .....	1.00	.50
MUNCHAUSSEN—ID Bicolor red and white .....	.75	.35
MURPHY'S MASTERPIECE—ID Our best red ....net	1.00	.50
OAKLEIGH MONARCH—FD Crimson .....	.75	.35
ORIENTAL BEAUTY—SC Bright pink .....	.50	.25
PACIFIC SPLENDOR—ID Lavender, pastel shade ....	.75	.35
PALO ALTO—SC Salmon and gold .....	.75	.25
PAUL PFITZER—SC Delicate pink .....	.75	.25
PINK AMBASSADOR—SC Pink, white center.....	1.00	.50
PINK DAILY MAIL—SC Lavender pink .....	.75	.25
PINK ELEGANCE—SC Rose pink .....	1.50	.75
PINK SPIRAL—SC Salmon pink .....	.75	.35
PRACHTKERL—SC Deep yellow .....	.50	.25
PRIDE OF AMERICA—SC Primrose yellow .....	.50	.25
PRIDE OF AUSTINBURG—ID Grenadine pink .....	.75	.35
RED MENACE—FD Brilliant crimson .....	1.50	.75
RITA BALLIN—ID Giant perfect yellow .....	3.00	1.50
ROBT. RIPLEY—ID Purple and deep rose .....	2.00	.75
ROYAL PURCHASE—C Deep straw yellow .....	.75	.35
RUBY TAYLOR—ID Brilliant carmine .....	.50	.25
RUDOLPH'S GIANT—ID Pastel pink, golden tan ....	1.00	.50
RUDY VALLEE—SC Golden bronze .....	.35	.25
SALBACH'S WHITE—ID Creamy white .....	.50	.25
SATAN—SC Red and gold, prize stock .....	.50	.25
SHILLER—C Brilliant geranium pink .....	1.00	.50
SISKIYOU—SC Mauve pink .....	.50	.25
SON OF SATAN—SC Rich scarlet .....	.75	.35
SPOTLIGHT—ID Sulphur-yellow .....	.50	.25
SNOW QUEEN—B White cut flower .....	.50	.50
SUNLASCH—SC Yellow, red and purple .....	2.00	1.00
SUNRAYS—ID Buff apricot suffusion .....		2.00
TERRAWEEEN'S BEST—FD Lavender rose .....	1.00	.50
THE GATEWAY—ID Orange, yellow and red .....	1.50	.75
THE FIREMAN—ID Cardinal red .....	.75	.35
THE SOUTHLAND—ID Old rose and yellow .....	1.00	.50
TOM WORKMAN—FD Russet flame .....	1.00	.50
TOWERS EMPIRE—ID Golden yellow .....	.50	.25
VOLCANO—ID Bright orange .....		1.00
WASHINGTON GIANT—ID Lavender orchid .....	.50	.25
WATCHUNG GIANT—ID Yellow carmine .....	.75	.35
WENOKA—FD Rosy mauve .....	.50	.25
WHITE WONDER—ID Fluffy white .....	.50	.25

MINIATURE DAHLIAS

All fifty-cent miniatures at \$4.00 per ten

ATHLETE—Red to orange .....	.50	.25
AURORA—Single crimson and cherry .....	.50	.25
BABY ROYAL—SC Salmon pink .....	.35	.25
BALDRE—ID Clear salmon .....	.50	.25
BISHOP OF LANDAFF—Duplex bright scarlet .....	.50	.25
BUCKEYE BABY—FD Gold buff .....	.50	.25
DAWN—Bronze and buff .....	.50	.25
ELIZABETH PAPE—C Rosy pink salmon .....	.25	.25
ELVIE—ID Scarlet, white .....	.50	.25
FAIRY—FD Violet rose .....	.50	.25
FOXHOUND—Duplex scarlet and cream .....	.75	.25
FREDA—FD Rich shining maroon .....	.50	.25
GOLDEN CALIFORNIA—C Yellow and amber .....	.50	.25
HULIN'S CHERUB—FD Deep pink .....	.75	.35
LITTLE DREAM—C Rose pink .....	.50	.25
LITTLE JEWEL—D Peach blossom pink .....	.35	.25
LITTLE SNOW QUEEN—C White .....	.50	.25
MISS VIVIAN—FD Rose .....	.50	.25
MRS. ISOBEL COUTT—ID Pearly pink .....	.75	.25
NESTHAKCHEN—C Creamy chamois .....	.75	.25
ORCHID LADY—FD Orchid pink .....	.50	.25
PERSIMMON—FD Orange .....	.50	.25
PEYTIE CONWAY—FD Lavender .....	.50	.25
PHOENIX—ID Gold and crimson .....	.50	.25
RED HEAD—D Orange scarlet .....	.50	.25
ROBENS BRONZE SPECIAL—ID .....	.75	.25

WHERE NO ROOT PRICES ARE QUOTED WE SUPPLY PLANTS ONLY

**POMPOM DAHLIAS**—An exceptionally fine named collection of fifteen of the latest improved varieties   Roots, 30c; 10 for \$2.50

**POT CLUMPS.** Excellent for propagating and producers of high-class flowers, are available from ten-inch at 25 per cent more than the root price, eight-inch at the root price, four-inch at the plant price, and **FIELD CLUMPS** at twice the root price. **OUR PLANTS** are of strong stock. Packed by experts they travel safely on a six-day trip. **TERMS:** Remittance with order or in advance of shipment. All retail orders are sent prepaid. We guarantee all dahlia roots, clumps and plants true to name to the extent of replacement with true stock, but at no time will be liable for any amount larger than the original purchase price. This list cancels all previous quotations. All stock offered is subject to prior sale. Add 3 per cent to cover sales tax on retail orders for California delivery.

OUR DESCRIPTIVE DAHLIA CATALOG will be ready in February. Reserve your free copy now.

KEY ROUTE HEIGHTS NURSERY CO.

Twenty-four Years of Continual Service to Dahlia Growers

3852 LOMA VISTA AVENUE, OAKLAND, CALIFORNIA

L. NELSON, Manager.

3852 LOMA VISTA AVENUE

Twenty-four Years of Captivity to a Slave

KEY ROUTE

OUR DESCRIPTIVE PAHNA CATALOG

WHERE TO BUY SPEC-BLANKS OF OTHER TYPES

WHERE NO DATA WERE AVAILABLE, THE FOLLOWING ASSUMPTIONS WERE MADE: